

IELTS & UK Education Expo @ Serena Hotel Peshawar

DATE: Saturday, September 20, 2025
LOCATION: Peshawar, Khyber Pakhtunkhwa, PK

Event Description

IELTS & UK Education Expo @ Serena Hotel Peshawar is a premier expos event in Peshawar. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 62/100

Expected Attendance: 3,861 people

Event ID: 8EsMqV/VaNN7LihEmpj

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,544 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.